

American Society of Women Accountants
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AMERICAN SOCIETY OF WOMEN ACCOUNTANTS VOTES TO CHANGE NAME TO THE ACCOUNTING & FINANCIAL WOMEN'S ALLIANCE

Professional association members vote to change name at ASWA Annual Business Meeting

October 24, 2012 (McLean, VA) – The [American Society of Women Accountants](#) (ASWA) is pleased to announce it will change its name to the Accounting & Financial Women's Alliance with the tagline, "Connect. Advance. Lead." ASWA's decision to change its name is a strategic initiative to improve ASWA's brand presence in the accounting and finance industries.

"It's not just about changing the name, or changing the words, it's about how this proposed name change fits into the bigger picture," said **Lee K. Lowery**, CAE, ASWA's Executive Director. "The new name contemporizes the organization and better describes who should join, broadening our appeal and strategically positioning ASWA as the essential association for women in accounting and finance."

ASWA members made a groundbreaking decision for the future of the organization by voting for a name change at ASWA's Annual Business Meeting last week. ASWA leaders educated members about the proposed new name via videos on ASWA's YouTube channel, in person by Board of Directors visits to many of ASWA's 80 chapters, the "Consider Progress" Resource Center on ASWA's homepage, webinars, email, and social media.

Changing the name to the Accounting & Financial Women's Alliance advances ASWA's core mission to enable women in all accounting and related fields to achieve their full personal, professional and economic potential and to contribute to the future development of their profession. By contemporizing and broadening the appeal of the organization through a name change, ASWA is confident it will attract more members. With a larger membership base ASWA will attract more national and conference sponsors. More sponsorship dollars will enable ASWA to offer more benefits to members on a daily basis and make its annual and regional conferences more robust, making the Accounting & Financial Women's Alliance the premier organization for women in accounting and finance.

About the American Society of Women Accountants (ASWA): Founded in 1938, ASWA provides women in accounting and finance the leadership, education and networking opportunities needed to achieve their career goals. More than seventy years later, ASWA is still the only organization that solely represents the interest of women in the entire accounting and finance community. The organization's mission is to enable women in all accounting and related fields to achieve their full personal, professional and economic potential and to contribute to the future development of their profession. Visit www.aswa.org for more information.